



A banner at a Bangkok golf tournament, with the name and logo of Mild Seven covered over.

logo of Mild Seven, the main sponsor. While unable to prosecute the organisers, the officials had the satisfaction of knowing that Japan Tobacco may have learned how serious Thailand is about enforcing its law.

## New ad code cosmetic: official

It's particularly disappointing when your traditional friends and admirers drop you in it. In fairness, however, a Wall Street analyst cannot have intended her memo about BAT's business prospects last year to be made public, but only to reassure stockholders. The analyst wrote that the new international marketing standards announced with much fanfare by BAT, Philip Morris, and Japan Tobacco were unlikely to affect the companies' profitability. In other words, the analyst rated then, in health terms, . . . worthless.

In words eerily reminiscent of a US Tobacco Institute document of 1983 which reassured readers that BAT's US subsidiary Brown & Williamson "will not support a youth smoking program which discourages young people from smoking", the Wall Street analyst dismissed the new code at a stroke. "We have analyzed the 9-page agreement and believe that the multinationals' strategy is proactive and is a way to improve their image," wrote Ms Bonnie Herzog of Credit Suisse First Boston Equity. "Also, by proactively setting new international standards," the briefing continued, "the multinationals could be trying to counter a number of proposals that the WHO has been working on to curb the amount of cigarettes that are consumed on an international level."

The refreshingly realistic and un-stuffy analysis, which might have been written specially for this column, added that in many countries existing laws are stricter than the provisions of

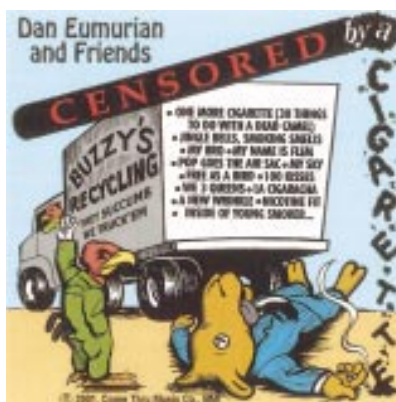


This picture from a newspaper in Mauritius offers a classic illustration of highly focused efforts to buy favour from a developing country government, presumably to reduce any risk of effective tobacco control action. BAT recently awarded educational bursaries to these 10 students from economically deprived areas.

the international marketing standards; and that Credit Suisse believed the "modest amount the multinationals actually spend on these types of practices will be redirected into other types of marketing promotions [such as] point of sale activity."

## USA: 30 things to do with a dead Camel

Teachers, youth leaders, and health educators wondering how to get some of the more subtle messages about the tobacco conspiracy across to teenagers may find help in Wisconsin singer-songwriter Dan Emurian's latest CD



Cover of a CD entitled "Censored by a cigarette", containing songs directed at teenagers warning them of the devious strategies employed by tobacco companies.

"Censored by a cigarette". The 16 songs (our headline is borrowed from the subtitle of one of them) are performed by Emurian, accompanied by friends young and old. They are pitched at ages ranging from infants to adults, many of them to classic tunes that will be well known around the world. Those most likely to appeal to teenagers combine irreverent and subversive children's humour (*Pop! Goes the Air Sac* and *My Name is Flem* give you the general idea) with a more sophisticated explanation of some of the tobacco companies' most devious strategies. So while *A New Wrinkle* ostensibly deals with smoking's effects on the skin, it also explains how "Tobacco companies promise to lay education on us/ Like a fox holding school for the chickens/ 'Don't come into my den until you're older, but then?/ It's the grownup thing to do.' The plot thickens." Further information from [www.PianosNSongs.com](http://www.PianosNSongs.com); or from Emurian at Come Thru Music Co, BMI, 1634 Barlow St, La Crosse, WI, USA.

## Uganda: health comes in from the sidelines

Health advocates in Uganda were justly proud when the first anti-tobacco billboard at a sports ground in



The first anti-tobacco billboard at a sports ground in East Africa was unveiled at the Kampala Rugby Football Club in Uganda last year.

East Africa was unveiled at the Kampala Rugby Football Club last year. It resulted from a Ush2 000 000 (US\$1250) sponsorship package for the Kobs Rugby Football Club put together by The Environmental Action Network (TEAN), a group of young Ugandan lawyers, and Kampala's Bon Appetit Restaurant. A particularly pleasing irony is that the same billboard was previously used by BAT for Embassy cigarette ads. Kobs is a leading rugby team that draws its players from secondary schools, and the sponsorship package stipulates that the players will wear No Smoking logos on the leg of their shorts, and will sign a no smoking pledge to keep their game smoke-free. There are also plans to play recordings of health warnings against tobacco during Kobs games.

BAT has long been a major sponsor of sports in Uganda (*Tobacco Control* 2000;9:129–30), but the Kobs billboard reflects the increasing strength of the local anti-tobacco lobby, which is drawn from the medical, legal, sporting, media, and other sectors. In May 2000, a three year campaign resulted in BAT withdrawing its 10 year sponsorship of the Sportsman of the Year Gala of the Ugandan Sports Press Association (*Tobacco Control* 2000;9:269–70).

## USA: talking to the lads

A clearer image is emerging about the likely trends in tobacco promotion over the next few years in countries where tobacco control measures or social pressure make life increasingly difficult for tobacco companies. "Permission marketing", in which tobacco manufacturers gather the names, addresses, and lifestyle details and preferences of consumers who claim to be smokers, is growing fast as the companies try to build up massive databases

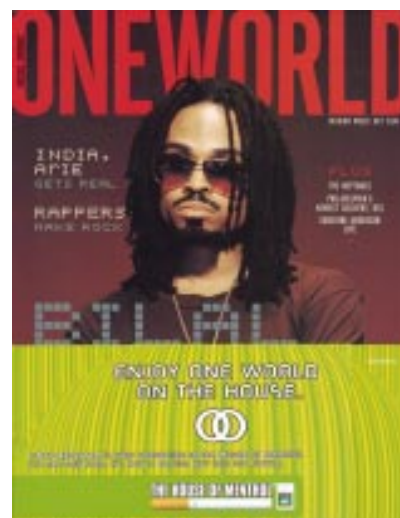
to ensure that even if they lose the right to use significant sectors of the advertising media, they can still address potential customers by mail. This is particularly useful for reaching groups with popular interests and high levels of disposable income, such as younger men, often single and without responsibilities—or "lads", as many advertisers call them.

One of our least laddish, more cuddly informants (Deep Whisker, a cat whose owner in the American south shares his pet's interest in tobacco promotion) last year received a number of revealing mail shots clearly aimed at this market by BAT's US subsidiary Brown & Williamson (B&W). First into the cat-basket came *Real Edge*, a publication so unashamedly laddish that B&W has this to say about it inside the cover: "*Real Edge* is edited for adults, with adventure and entertainment at its core. Filled with sports cars, women, aircraft, high-tech electronics, strange places and events and even stranger people, *Real Edge* is focussed on one thing: having a good time . . . It is published for adult men." The mag did not let belie its publisher's claims, being filled with all the bare flesh, sports pictures, and toys for boys that any cat could wish for, plus copious promotion for B&W cigarette brands.

Next through the catflap came *One World*, an independent publication aimed at African Americans and other ethnic minorities (our informant's breed and fur-type are not known), in which B&W had bought a generous five full pages of advertising space, topping off a bulk purchase for its



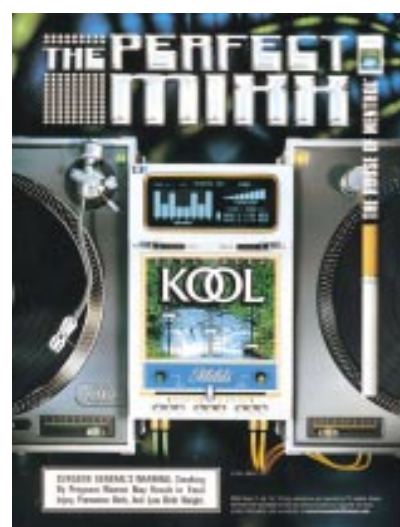
Cover of a recent edition of *Real Edge*, a "lad's" magazine mail shot financed by BAT's US subsidiary Brown & Williamson.



*One World* magazine mail shot, targeted at African Americans and other ethnic minorities, with a special wrapper promoting Kool cigarettes, plus five pages of B&W advertisements.

mailing list with a special wrapper promoting Kool cigarettes. This invited Deep Whisker to "Unwrap Something Authentic" (a good word for addressing minorities, that), and to "Enjoy One World on the House". Other mail shots have arrived from the list, too, including a Kool brand promotion linked to a music tour, with cards for getting friends added to the mailing list, and special offer coupons for buying cigarettes.

Doubtless we can expect more of this the world over, until such time as the deliberate association of positive, attractive images with the most dangerous consumer product the world has ever known is treated with the seriousness it merits.



The back cover of the *Real Edge* magazine naturally carried a full page ad for the Kool B&W brand of cigarette.